

Abstract 374

TITLE: Teachable Moments: Building More Effective Linkages Between Information Seekers
And Information Providers

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ISSUE: In order to make healthy behavior choices, young people need accurate and relevant information, appropriate referrals, and skills which help them communicate effectively with the significant people in their lives.

SETTING: The CDC National AIDS Hotline (CDC NAH) is available to anyone and is accessible from all 50 states, Puerto Rico, and the US Virgin Islands through toll-free numbers. Services are provided in English, Spanish, and through TTY for the Deaf and Hard of Hearing.

PROJECT: CDC NAH offers information about HIV/AIDS, referrals to local and national resources, and literature at no charge to the caller. Information specialists use a caller-centered approach to explore callers' concerns, identify options and obstacles, and to discuss callers' feelings and possible courses of action.

RESULTS: It is important not only that information seekers are linked with information providers, but also that information provision leads to information implementation. CDC NAH uses innovative methods to help young people make healthier, safe, more informed behavior choices.

LESSONS LEARNED: The principals used at CDC NAH can be applied to strategies that parents, teachers, and service providers might apply when talking or working with youth.

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